Ephemeral Franklin Co.

WE'RE ON OUR WAY TO

Apalachicola

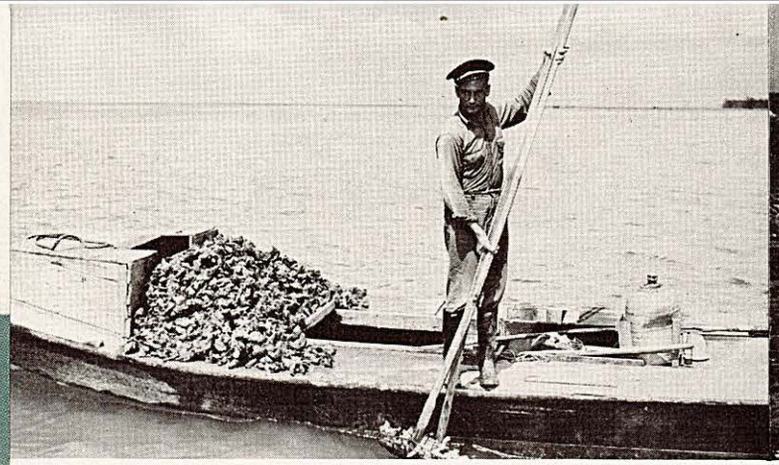
F--L--A

and

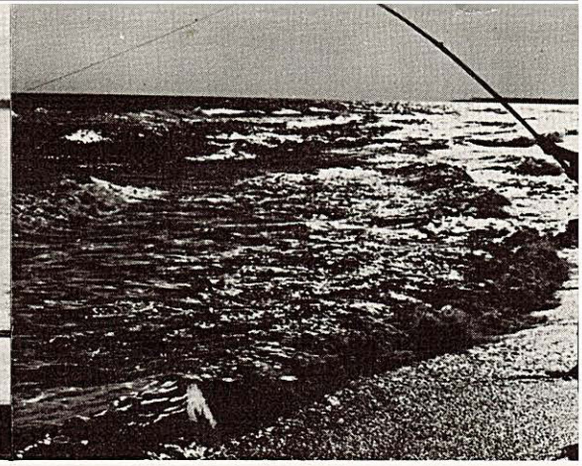
FRANKLIN COUNTY

VERTICAL FILE

The Sportsman's Paradise



SMALL OYSTER BOAT



LATE EVENING SURF FISHING

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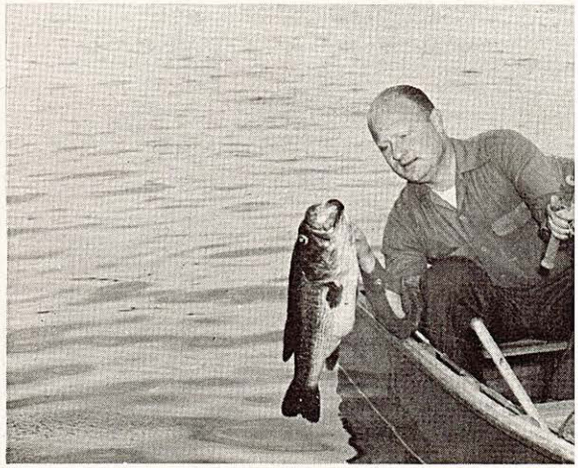
● OYSTERS, shrimp and seafood is the principal industry with 90% of Florida's oyster production landed and 52% of Florida's entire shellfish output produced here. The celebrated Tupelo honey, harvested in Franklin county, is one of the largest Tupelo market in the world.

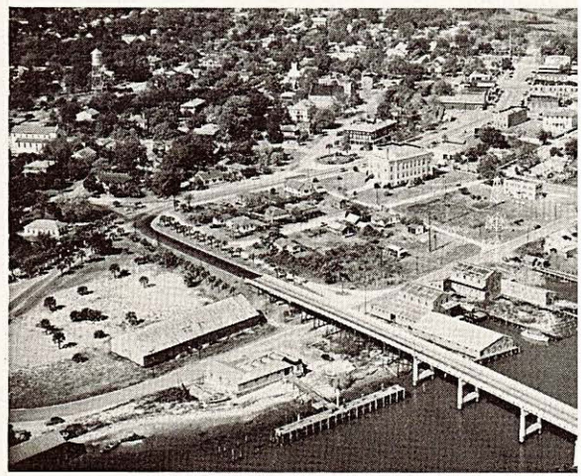
● AGRICULTURE in Franklin County is rich in possibilities. Cattle raising and timber predominate. Opportunity abounds for truck gardens, farming, cattle and chicken raising on the multiple acres of farming and pasture land as yet uncultivated.

● THE SPORTSMAN'S PARADISE — Apalachicola River, and its tributaries — teaming with every variety of freshwater fish. Lodges, camps, guides, boats and tackle are available. Thousands of sportsmen come yearly to Apalachicola, heart of this fisherman's heaven, to enjoy the ultimate in satisfaction and pleasure in pursuance of their favorite sport. Diversified recreation is found in unexcelled deep sea fishing, fishing in the bay, swimming, castnet fishing, hunting seashells, or just sunbathing on the beautiful beach on St. George Island.

● APALACHICOLA portends the desirable life. For here, with its widening horizon, is prodigious opportunity for new enterprise. Here pleasure abounds for the visitor all through the year. Here is tranquility, with the Gulf at the front door, unsurpassed fishing and superb hunting at the backdoor. Carefree, happy living at moderate cost. This is Apalachicola the city of friendly people. It bids you welcome.

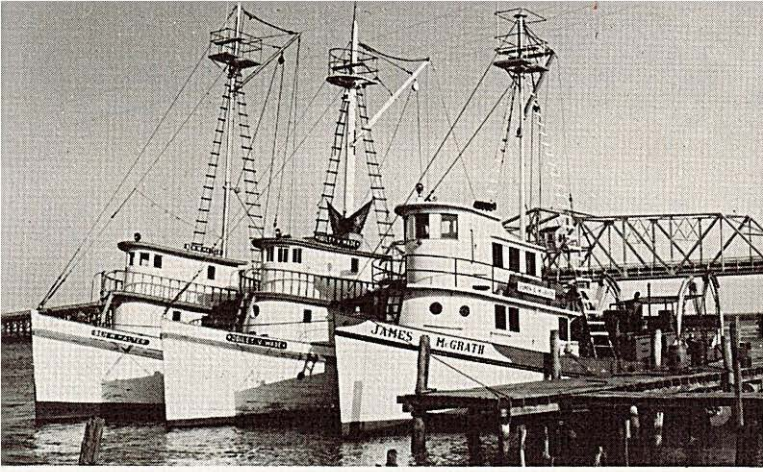


THE SPORTSMAN'S PARADISE

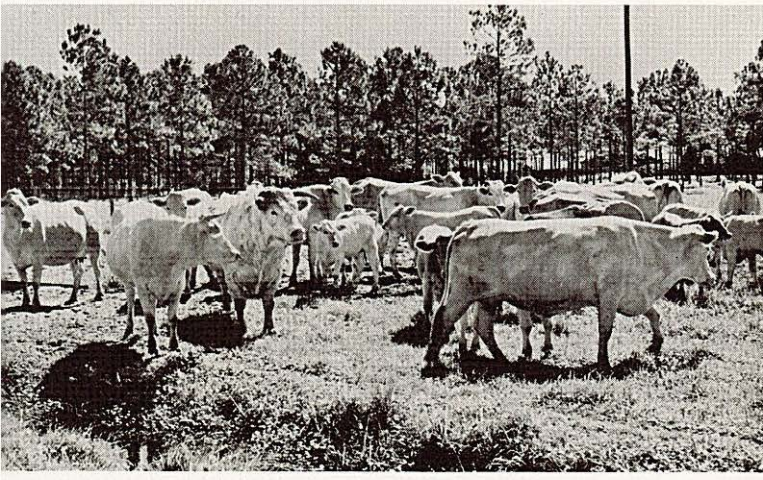


AERIAL VIEW OF APALACHICO

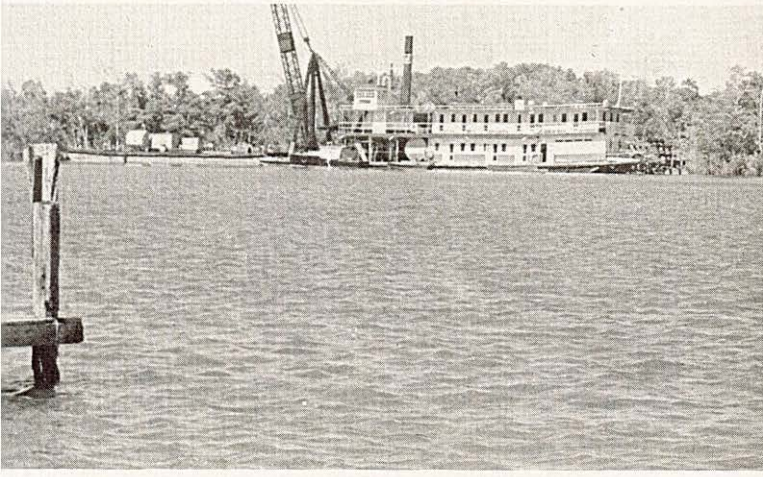
IE OLD CITY WITH A NEW FUTURE



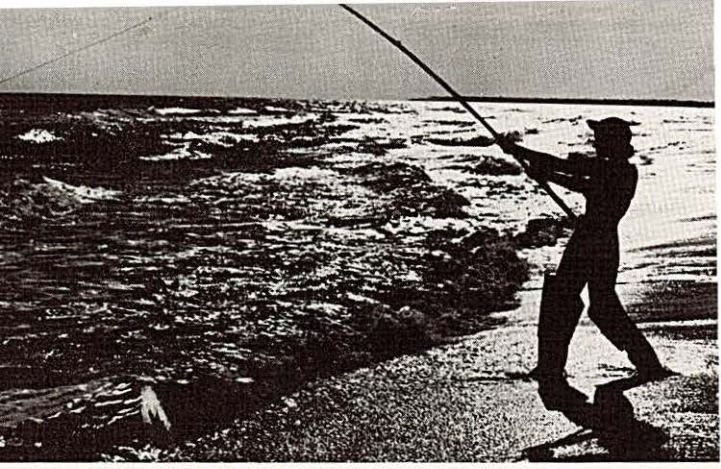
FISHING BOATS



FRANKLIN COUNTY CATTLE



THE APALACHICOLA RIVER



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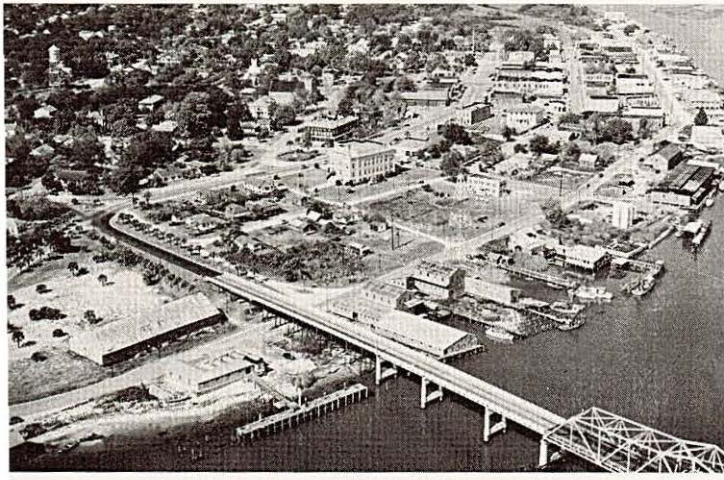

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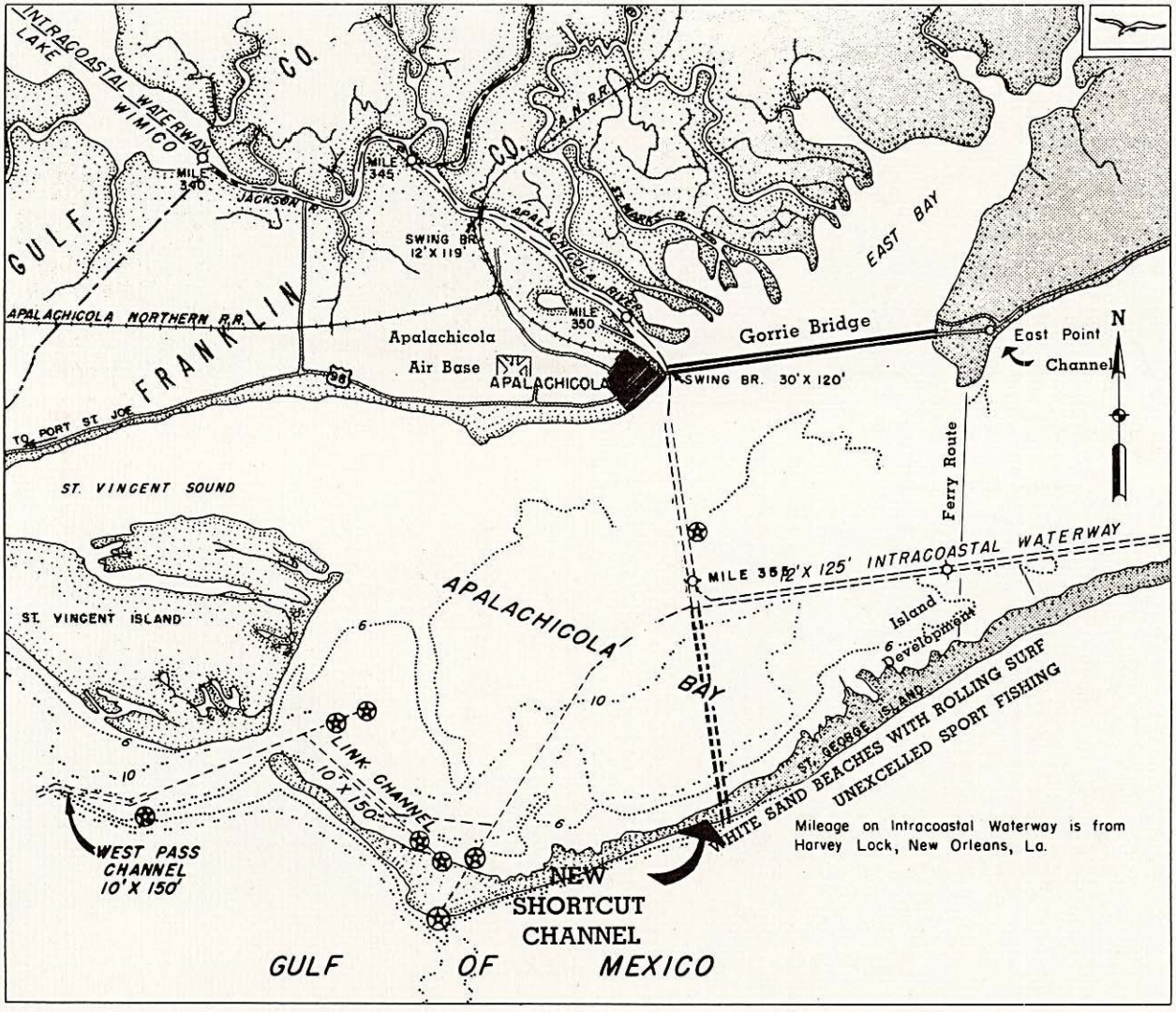


APALACHICOLA'S RESOURCES AFFORDS INDUSTRIAL OPPORTUNITIES

Apalachicola is the Natural Port City for the vast new development in the Apalachicola-Chattahoochee-Flint River Valley. It is the Gateway to the Apalachicola system which is presently navigable to Chattahoochee, with small craft sailing to Alabama and Georgia. Strategically located on a direct line to the Panama Canal, the intracoastal waterways terminate here before entering the open Gulf through outside waters to South Florida. Facilities for refuelling and repairs are available. Channel deepening and improvements now underway through Congressional action will open commercial navigation to Columbus, Georgia.

Completion of the great Jim Woodruff Dam now under construction at Chattahoochee will mean new and unlimited industrial potentials for Apalachicola. From the river there is an unlimited supply of fresh water for industry. The industrialist, the manufacturer, and the small business man, will benefit in new low-cost transportation. From Alabama and Georgia will travel products from their agriculture, industrial, and mineral fields. There will be cotton and texiles, bauxite and ceramics.

Apalachicola is once again facing a new dawn. It is rapidly becoming the Old City with a New Future.

● APALACHICOLA was incorporated in April 1831. Deeply rich in early American history, it was first visited by the Spaniard, Pamphilo de Narvaez in 1528. Its Indian name means "Friendly People".

The area on which the city is founded went through a turbulent period of living under Spanish and British rule, with Creek Indians, pirates, and settlers all fighting for survival.

At the turn of the nineteenth century Apalachicola began its significant era of prosperity and prominence as the most important port city in Florida. In 1825 a U. S. Custom House was built. The year 1826 saw the first shipment of cotton come down the river from Alabama and Georgia. By 1860 it was Florida's chief export point. It maintained French, British and Belgian Consuls.

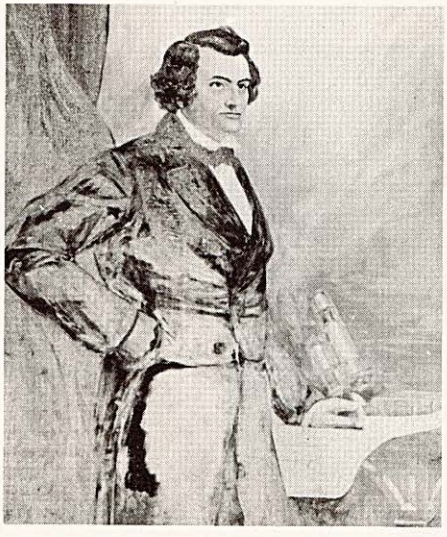
Early citizens fought for their town — and left their mark on history. Today, visitors see evidence of this in the old land marks. There is Trinity Church with its two Ionic Columns and square belfry, third oldest Episcopal Church in Florida. Built in 1839 with lumber shipped by schooner from New York, its famous old bell was melted to make cannon during the Civil War. There is beautiful Gorrie Bridge, Monument and Square — today's tribute to her famous son, Dr. John Gorrie, who came in 1833 to become an integral part of the community as a physican and politician. Dr. Gorrie, in 1845, invented the ice machine. designed to cool the rooms of fever patients. He is one of two people in Florida's history to be honored in the Hall of Fame in Washington.

It was in Apalachicola that Cosam Emir Bartlett published the first daily newspaper in Florida. Here is buried Dr. Alvin Chapman, famous botanist and contemporary of Dr. Gorrie.

Today one feels instantly the warmth implied in the name "Friendly People". The citizens take pride in perpetuating the tradition.

DR. JOHN GORRIE

Inventor of the Ice Machine



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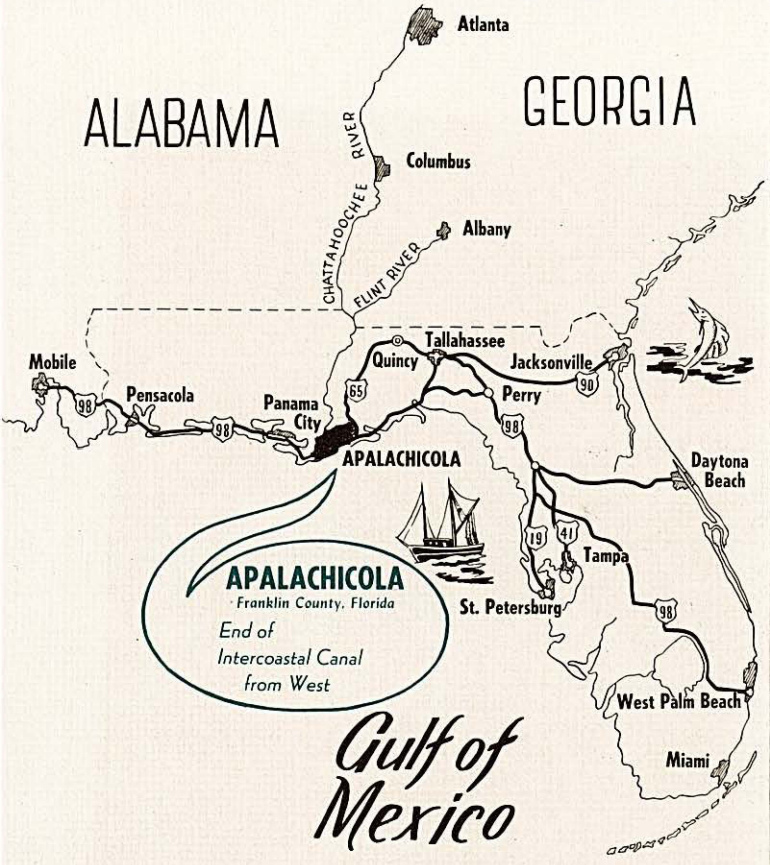
COME–SEE–VISIT–APALACHICOLA–THE OLD CITY WITH A NEW FUTURE

ON THE GULF OF MEXICO

Within Easy Reach by Leading Highways



Apalachicola and Franklin County—Central point of the Gulf Coast in Northwest Florida. Easily accessible by leading highways.

THE BIG ONE

YOU
are invited
to write the

Chamber of Commerce

Apalachicola, Florida

for
complete
INFORMATION

LITHOGRAPHED BY BOYD'S, PANAMA CITY, FLORIDA